

PPI Projects and Initiatives

Table 6: Outreach Projects (OP)

Target Audience	Message(s)	Outcome	Project(s) Proposed	Assignment	Community	Proposed Schedule	Stakeholder
1. Property Owners located within a SFHA	Topic #1: Know your flood hazard	Help citizen awareness of where the flood zones are located and which flood zone their property is in (AE or VE).	Community websites	Building & Planning Office	GTC, CGT, PI	At least seven links to local and regional flood related sites.	N/A
			Flood information letters	Building & Planning Office	GTC, CGT, PI	At least annually to all property owners.	N/A
			Newspaper articles	Building & Planning Office	GTC, CGT, PI	Send articles bi-annually to newspaper for meetings and events.	N/A
			Radio ads	Building & Planning Office	CGT	Distribute handouts to various stakeholder locations for their displays	N/A Chamber of Commerce Insurance agencies
			Flyers and handouts	Building & Planning Office, County Library	GTC, CGT, PI	FEMA flyers located at City Hall	N/A
						Flyers in annual flood mailer	N/A
						Hand outs for financial institutions	Local banks
						Handouts for insurance agents	Local insurance agencies
						Flyers and maps available for viewing at the library	N/A
	Handouts at school career day	Georgetown School District					
	Map inquiry service	GIS, Building & Planning Office	GTC, CGT, PI	Year-round, continuous	N/A		
	Floodplain meetings and forums	Building & Planning Office	GTC, CGT, PI	At least annually	Engineered flood vent companies		
	Topic #2: Insure your property for your flood hazard	Know your zone After you know your zone, get flood insurance.	Website	Building & Planning	GTC, CGT, PI	Year-round, continuous	N/A
			Contact local insurance agents for quotes	Insurance agencies	GTC, CGT, PI		Insurance agencies
Topic #4: Protect your property from the hazard	Flood mitigation techniques	Add flood vents to your structure	Building & Planning Office Engineered floodvents	GTC, CGT, PI GTC, CGT, PI	Annual forums for contractors & homeowners with flood vent	All local contractors	
		Dry floodproofing, elevate	Building & Planning Office	GTC, CGT, PI			Year-round, continuous
Topic #5: Build responsibly	Stricter building codes	Adopt strict new building codes that help reduce flooding loss	Local building officials	GTC, CGT	Year-round, continuous	Local jurisdictions	
Topic #6: Protect natural floodplain functions	Building codes and zoning ordinances	Preserve open space and floodplains	Building & Planning Office	GTC, CGT, PI	Year-round, continuous	EPA, Army Corp, OCRM, local jurisdictions	
2. Real Estate Agents	Topic #1: Know you flood hazard	Educate real estate agents on the hazards of flooding	Work with Coastal Carolina Assoc of Realtors to mandate flood zone disclosure on MLS	Building & planning department	GTC, CGT, PI	Year-round, continuous	Local real estate agencies
	Topic #8: What flood zone do you live in (AE or VE)	Train agents on using GIS to find flood zone.	Have flood maps readily available for everyone to use	Building & planning department	GTC, CGT	Year-round, continuous	Locas real estate agencies
3. All Residents and Business Owners	Topics #1 thru #7	Everyone that resides in a floodzone needs to be educated on flood hazards,	Tax bills	County tax assessor	GTC	At least annually on flood related messages on tax bills	N/A
			Mass email and text message sent out via Emergency Management	Georgetown Emergency Management & E911	GTC	Per emergency	Georgetown County Emergency Management Division
			Flood letters with information on all the flood related Topics	Building & planning department	GTC, CGT, PI	At least annually	N/A

Owners		zones, & mitigation	Local radio emergency station	WGEO Georgetown Fire Department	CGT	Quarterly messages on flood topics	N/A
			Bilingual flyers and handouts	Building & planning department	GTC, CGT	Bi-annual flyers and handouts	N/A
4. Repetitive Loss Properties	Topics #4: Protect you property from the hazard Topic #5: Build responsibly	RL properties should use mitigation techniques to elevate or flood-proof structures	RL area flood info packets	Building & planning department	GTC, CGT, PI	Annual Repetitive Loss area information packets and RL invites to all public flood forums	RL property owners
			Add flood vents to your structure	Local contractors	GTC, CGT, PI	Per structure at owner expense	RL property owners
			Work with local community stormwater department on drainage	Local jurisdiction stormwater dept	GTC, CGT, PI	Per structure or recommendation	N/A
			Elevation is the only true way to mitigate from the hazard of flooding	Local contractors	GTC, CGT, PI	Per structure or by recommendation	N/A
5. Insurance Agents and Financial Lenders	Topic #9: Flood insurance will cover up to \$250,000 Topic #10: Home insurance doesn't cover floods	Insurance agents should disclose coverage maximums & explain flood insurance	Info packets for insurance agents to give to property owners	Building & planning department	GTC, CGT, PI	Year-round, continuous	Insurance agents and financial lenders
			Work with Coastal Carolina Assoc of Realtors to mandate flood zone disclosure on MLS				
		Banks need to disclose financial info on home loans and insurance requirements in a flood zone	Educate financial lenders on flood zones and flood insurance coverages	Building & planning department	GTC, CGT, PI		
			Work with financial lenders so they understand how to look up flood zones				
6. Ocean Front Properties	Topic #1: Know your flood hazard	Understand the velocity zones and their elevations	Make sure flood maps are available to property owners	Building & planning department	GTC, CGT, PI	At least annually in flood letter	Ocean-front property owners
	Topic #3: Protect people from the hazard	Properties along the ocean front should evacuate during any major events	Include hurricane tracking charts and evacuation routes with annual flood mailers	Building & planning department	GTC, CGT, PI	At least annually in flood letter	Ocean-front property owners
	Topic #5: Build responsibly	Use newest building codes to safeguard from flooding	Publicize building code info for architects, engineers, and contractors	Building & planning department	GTC, CGT, PI	As new building code come out	N/A
Table 7: Flood Response Projects (FRP)							
All properties in the entire County	A, B, C, D	1, 2, 3, 4, 6, 7, 8, 9, 10	Press Release (TV, Radio, Newspaper, Website, Social Media)	Building & planning department, media	GTC, CGT, PI	Release at first flood warning notice	N/A
			Flyer: "Your Homeowners Insurance does not Cover Floods!"	Building & planning department	GTC, CGT, PI	Release year-round	N/A
			Flyer: "Homeowners Guide to Retrofitting"	Building & planning department	GTC, CGT, PI	Release year-round	N/A
			Train officials and citizens on how to find their flood zone	Building & planning department	GTC, CGT, PI	Year-round, continuous	N/A
	E	3, 5	Flyer: "Build Back Safer and Stronger"	Building & planning department	GTC, CGT, PI	Distribute as new codes become effective	N/A
Spanish speakers	A, B, D	1, 2, 4, 7, 8, 9, 10	Flyers translated into Spanish	Building & planning department	GTC, CGT	Release year-round	Hispanic church bulletin
	E	3, 5	Handouts translated into Spanish	Building & planning department	GTC, CGT	Distribute to contractors as new codes become effective	Hispanic contractors